



Coffee Squad Code of Conduct

Coffee Squad Members must adhere to the Coffee Squad Code of Conduct as set forth below:

General Philosophy

Coffee Squad is committed to providing the highest quality coffee beverage presentation and customer service. We place an emphasis on attention to customers, ongoing training and professional growth and development.

Team Culture

- ☞ Nurture a goal driven work environment through knowledge sharing and trust.
- ☞ Understand your role and accept responsibility.
- ☞ If you're above cleaning a toilet, you're working in the wrong place.
- ☞ Customer service is a chance to share your knowledge of coffee and provide customers with a sense of belonging.
- ☞ Take pride/be humble in understanding your role in the long, difficult journey of the coffee from seed to cup.
- ☞ Be here because you want to be here.
- ☞ Have fun learning
- ☞ Work hard and smart. [Meaning: if you have to wipe up a mess and decide to 'work smart' by wiping it up at the end of your shift so you only need to do it once, don't].
- ☞ Positive attitude
- ☞ Respect each other.

Customer Culture

- ☞ Greet customers when they first walk in the door.
- ☞ If you are busy, then make eye contact and let them know you'll help them soon.
- ☞ Prioritize being at the front counter.
- ☞ Smile and make the customer feel welcome in our 'home'.
- ☞ Take their beverage order and always ask if they would like to enjoy their beverage in china cup while avoiding the phrase "For here or to-go".

- ☞ Ask if they have their beverage card so we may stamp it, if they don't have one just grab and stamp one by habit.
- ☞ Make a beverage you can be proud of EVERYTIME!
- ☞ Ask the customer if they would like something to accompany the beverage without using the wording "Anything else?" Suggestive sell!
- ☞ Look presentable at all times which includes wearing a black tee-shirt, clean trousers and above all the Coffee Squad bistro apron.
- ☞ Let the customer know what they can expect next: we will call your drink out, we'll bring your food out, and we'll grind your beans. Check with the individual business on etiquette.
- ☞ If the customer orders beans, thank them and provide a brief lesson about the beans including how to enjoy them best.
- ☞ When the customer is served their drink, make eye contact and tell them to enjoy!
- ☞ Once the customer is ready to say "Thank-you for coming in" goodbye.
- ☞ Your teammates are also your customers, watch what they are doing and see if they need help.

Confidentiality

Coffee Squad members agree to maintain at all times the confidentiality of any accounting, employee records, company practices and procedures, technical information, business information, or other confidential or proprietary information or trade secrets obtained in connection with this code of conduct agreement. It is understood that such technical information includes but is not limited to methods, processes, formulae, compositions, systems, techniques, inventions, machines and computer programs. It is understood that such business information includes but is not limited to customer lists, pricing data, sources of supply, financial data and marketing, production, and merchandising systems or plans.